

ABSTRACT OF THE DISCLOSURE

A retaining structure for a cordless continuous folding blind includes an upper beam, a continuous folding blind attached to the bottom of the upper beam thereof, and a retaining plate fixed at both ends of the bottommost slat of the continuous folding blind thereof respectively via a fastening agent or seamed thereto for secure location thereon. The retaining plate has an extending section protruding outwards at the outer edge of the continuous folding blind thereof, and a flexible counterweight stick securely fixed at the inner central section thereof; whereby, the continuous folding blind thereof collected from bottom to top is firmly located at a desirable position via the extending section of the retaining plate bent and folded inwards to abut against the collected slats of the folding blind. Thus, even under the swing of strong wind, the retaining plate can securely locate the continuous folding blind without getting loose or detaching there-from. Besides, the retaining plate is integrally attached to the folding blind thereof so that no other places are required to keep the retaining plate thereof when not in use.